

# Mental Health Fundraising Toolkit 2023



Welcome! Thank you for making a commitment to the mental wellbeing of all Marylanders by having a fundraising in support of the Mental Health Association of Maryland. This handy dandy toolkit will provide you with all of the

resources you need to promote your fundraiser, as well as tell us about it so we can support your marketing efforts and spread your reach along the way. If you have any questions, don't hesitate to reach out to [info@mhamd.org](mailto:info@mhamd.org).

## Here is how it works!



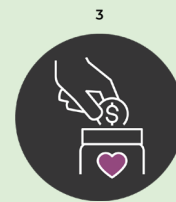
### CREATE YOUR FUNDRAISER

Decide how you'll fundraise. From bingo to goat yoga, pizza sales to community events, and anything in between. How will you support mental health?



### TELL US WHAT YOU'VE PLANNED

Tell us about your fundraiser so we can help to promote it within our networks and help you to grow your reach.



### TELL YOUR FRIENDS AND FUNDRAISE

Use the resources in this toolkit (or use your own) to promote your fundraiser. Take pictures, raise money, and share your success with us!

[Tell Us About Your Fundraiser](#)

# Social Media Resources

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Below are resources to help you promote your fundraiser on social media.

## SOCIAL MEDIA GRAPHICS:

To download, click on the image. In your browser, right click on the image and select “Save Image As” and save to your computer. The image should be available in your downloads folder.



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## OUR SOCIAL MEDIA HANDLES:



[@MentalHealthMaryland](https://www.facebook.com/MentalHealthMaryland)



[@mentalhealth\\_maryland](https://www.instagram.com/mentalhealth_maryland)



[@mentalhealthmaryland](https://www.linkedin.com/company/mentalhealthmaryland)



[@mentalhealthmd](https://twitter.com/mentalhealthmd)

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## SAMPLE SOCIAL MEDIA POSTS:

Hashtags: #MentalHealthMD #MentalHealthIsHealth

1. [Our organization] believes that mental health is health! Please join us at [location] on [date & time] for our fundraiser in support of the Mental Health Association of Maryland.
2. We believe that mental health is health. Please join us at our fundraiser for mental health on [date & time] in support of the work of the Mental Health Association of Maryland.

## EVENT FLYERS AND POSTERS:

Here are sample flyers and posters you can use to promote your fundraiser. To download, click on the image. In your browser, download the PDF to your downloads folder.



## SHARE MENTAL HEALTH RESOURCES AT YOUR FUNDRAISER:

Here are mental health resources you can distribute at your fundraising event. For more resources, visit [mhamd.org/publications](http://mhamd.org/publications).

- ANXIETY
- GRIEF & LOSS
- LONELINESS & SOCIAL CONNECTION
- MARYLAND LOCAL BEHAVIORAL HEALTH AUTHORITIES DIRECTORY
- MINDFULNESS
- POST-TRAUMATIC STRESS DISORDER
- STRESS

Need help? Don't hesitate to reach out to [info@mhamd.org](mailto:info@mhamd.org).